

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





# GARDEN GUIDE

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2508 N. CENTRAL AVE.  
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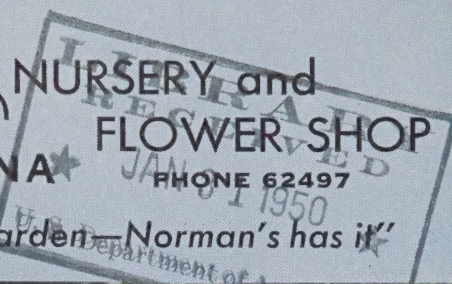
*Norman's*

3813 N 7TH STREET  
PHOENIX, ARIZONA

NURSERY and  
FLOWER SHOP

PHONE 62497

"If it's for Your Garden — Norman's has it"







COSMOS RADIANCE



CARNATIONS



GAILLARDIA

SINGLE PETUNIAS



PETUNIA  
CALIFORNIA GIANT



**AFRICAN DAISY** (*Dimorphotheca*)—Popular winter flowering annual in Arizona. Blooms from 6 to 8 weeks of sowing. One foot high, used extensively for beds, borders, and parking strips.

**Orange**—Large flowers, bright orange.

**Mixed Hybrids**—Includes many exquisite color forms from white through light pink, apricot, yellow and orange.

**Either of above: Pkt. 10c.**

**AGERATUM, Midget Blue**—Very beautiful dwarf annual making little mounds of blue, 2 to 3 inches high. For edgings, borders and rock gardens. Very choice, blooms all summer, sun. **Pkt. 10c.**

**ALYSSUM**—Choice low-growing annuals blooming in 6 to 8 weeks of sowing. Much used to cover bulbs, as edging plants or as a winter cover for barren places, sun.

**Dwarf Gem**—Compact, to 6 inches high, white, fragrant flowers. **Pkt. 10c, oz. 75c.**

**Lilac Queen**—A beautiful lilac shade, mixing well with white. **Pkt. 10c, oz. 75c.**

**Violet Queen**—New bright violet dwarf, 6 inches. **Pkt. 10c, oz. 75c.**

**Carpet of Snow**—Very dwarf. **Pkt. 10c, oz. 75c.**

**Sweet Alyssum**—8 to 10 inches, flowers honey-scented, white. Excellent ground cover plant, sown broadcast. **Pkt. 10c, oz. 75c.**

**Norman's Select Mixed**—Well blended mixture of dwarf white and violet Alyssums. **Pkt. 10c, oz. \$1.00.**

**ARABIS, Rock Cress**—Dwarf spreading habit, silvery grey leaves and white flowers. Suitable for the rock garden. **Pkt. 10c.**

**ARCTOTIS**—Similar to the African Daisy. Should be planted in the fall for spring flowers.

**African Lilac Daisy**—Large pearly white Marguerite-like flowers with delicate mauve center. Sow in fall or early spring. 2 feet, sun. **Pkt. 10c.**

**Norman's All Color Selection**—Many shades of pink, rose, yellow, with dark centers. 1 foot, flowers on long ivory stems. **Pkt. 10c.**

**BACHELOR'S BUTTON** (*Centaurea cyanus*)—Hardy annuals, requiring little care. Grow 12 to 14 inches high and freely produce lovely many-petaled flowers all summer; sun.

**Double Mixed**—Light and dark blue, pink, white and red. **Pkt. 10c.**

**Norman's Dwarf Border Type**—Dwarf blue. **Pkt. 10c.**

**Norman's Super Double Blue**—Dark blue flowers, very double. Grows 12 inches high. Excellent cut flower. **Pkt. 10c.**

**BALLOON VINE, Arizona Large-flowered** (*Love-in-a-Puff*)—Small white flowers followed by green balloon-shaped pods. Quick growth. **Pkt. 10c.**

**CALENDULA**—Popular showy flowers for winter and spring gardens. Grows 12 to 18 inches. Excellent for beds, borders or cutting; sun.

**Chrysanthemum**—Large buttercup yellow, chrysanthemum-flowered. **Pkt. 10c.**

**Lemon Queen**—Beautiful lemon-yellow. **Pkt. 10c.**

**Orange**—Most popular of all. Dark orange, fully double. **Pkt. 10c, oz. 50c.**

**Orange Shaggy**—Large flowers, dark orange petals deeply fringed and overlapping. **Pkt. 10c, oz. 50c.**

**Radio**—Flowers orange, almost round. Petals frilled. **Pkt. 10c, oz. 50c.**

**Mixed**—Wonderful mixture of orange and lemon yellow tints. **Pkt. 10c, oz. 50c.**

**Norman's Giant Art or Pastel Shades Mixed**—Contains only pastel shades. **Pkt. 10c, oz. 50c.**

## NORMAN'S SELECT FLOWER SEEDS

Norman's Seed Department is one of the most complete in Arizona. We buy seed in small quantities from the World's largest growers of fine flower seeds and packet them as needed. You can always depend on Norman's for the best in fresh flower seeds.

**CALIFORNIA POPPY**—Low growing annuals with showy profusion of brightly colored flowers.

**Single Mixed**—Single row of petals. **Pkt. 10c.**

**Golden West**—Golden yellow flowers. **Pkt. 10c.**

**CANDYTUFT, White Hyacinth Flowered**—One of our best plants for borders, edging and cutting. Flowers in large clusters in spring. Sow from September to early spring. 12 to 18 inches high. Sun. **Pkt. 10c; oz. 50c.**

**CANTERBURY BELLS, Cup and Saucer**—A popular biennial but will bloom in spring if planted in early fall. Large bell-shaped flowers with an interesting saucer-like base. White, pink, and blue. Sun. **Mixed only. Pkt. 10c.**

**CARNATIONS, Giant Double Mixed**—This type has flowers of good size, fully double—just like florists' carnations. Perennial, growing about 12 inches high. Easily grown from seed. East exposure. **Pkt. 10c.**

**CHRYSANTHEMUM, Painted Daisy**—Showy annual growing about 2 feet high. Finely cut foliage and brilliantly colored single flowers. Sun. **Pkt. 10c.**

**CLARKIA, Mixed**—Lovely annuals with brilliant and attractive flowers in many colors. Easily grown; excellent for cutting as all the buds open in water. Sun. **Pkt. 10c.**

**COCKSCOMB**—One of the showy flowers of summer. Does best when planted in a very sunny location.

**Celosia Christata**—Bright red cockscomb. 2½ to 3 feet tall. Sow in early spring for summer bloom. Give plenty of moisture. Sun. **Pkt. 10c.**

**Norman's Super Bantam, Mixed**—Dwarf. Comes in beautiful colors. **Pkt. 10c.**

**Fine Feathered Mixed**—Tall, leafy stems with plume-like flowers. An excellent filler for bouquets. **Pkt. 10c.**

**COLUMBINE, Arizona Rocky Mountain**—Perennial. Growing 2 to 3 feet with showy long spurred flower. Fine for the shady border. **Pkt. 10c.**

**COREOPSIS, Mayfield Giant**—Popular perennial succeeding anywhere. Rich golden flowers on tall graceful stems. 2 to 3 feet. A fine cut flower. **Pkt. 10c.**

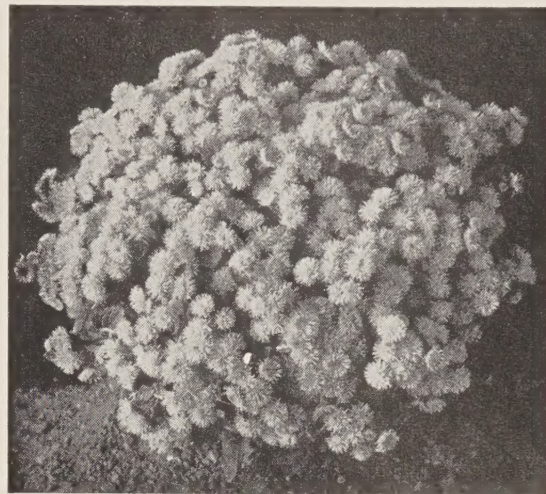
**COSMOS**—Another fine flower that loves the sun during the summer time. Will grow to height of between four and eight feet.

**Radiance**—Bicolor deep rose with a zone of rich carmine near center. Large flowered Sensation type. **Pkt. 10c.**

**Sensation, Mixed**—Hardy rapid-growing annual, 4 to 6 feet high. Fine cut foliage and showy flowers in white and pink. **Pkt. 10c.**

**Klondyke Orange Flare**—Same as above, flowers orange. **Pkt. 10c.**

**CYPRESS VINE, Ipomea Quamoclit**—Fine foliage. Star-shaped white and pink flowers. **Pkt. 10c.**



AGERATUM, MIDGET BLUE

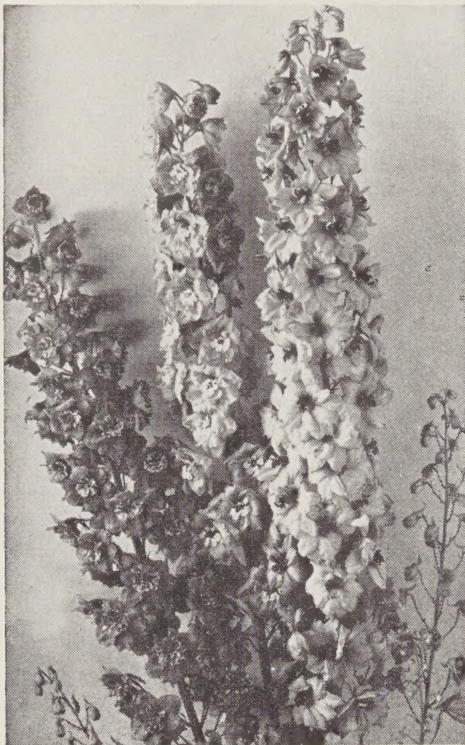


ARCTOTIS HYBRIDS



CALENDULA, CHRYSANTHA





**DELPHINIUM, GIANT SPIRE**

**DELPHINIUM, Giant Spire** — Long clustered spikes in charming shades. Effective in groups in the background. Fine for cutting. East exposure. Perennial. Mixed colors. Pkt. 10c.

**DOUBLE DAISY** — Old favorite, low-growing perennial, for edging, borders and rock gardens. Sun. Pkt. 10c.

**EUPHORBIA (Snow-on-the-Mountain)** — Beautiful green foliage broadly marked with silvery white. Annual, 2 feet. Sun. Pkt. 10c.

**FOUR O'CLOCKS (Marvel of Peru)** — An old-time favorite hardy annual. Forms bushy plants two feet high and covered with red, rose, yellow and white flowers. Pkt. 10c.

**FORGET-ME-NOTS** — Small delicate blue flowers. Excellent for shady places. Pkt. 10c.

**FOXGLOVE (Digitalis Mixed)** — 3 to 5 feet. Sow out of doors in fall. Prefers a cool, damp location. Pkt. 10c.

**GAILLARDIA** — Showy summer-flowering plants for bedding, borders and cutting. Sun.

**Dazzler** — Perennial. Vivid orange petals with golden yellow ring on outer edge. Pkt. 10c.

**Norman's Annual Double Mixed** — A beautiful double mixture. A worthy addition to the Gaillardia family. Pkt. 10c.

**GEUM, Mrs. Bradshaw** — Beautiful hardy perennial producing large bright orange-scarlet double flowers on long 1-2 ft. stems. Excellent for cutting. Pkt. 10c.

**GODETIA, Double Mixed** — Showy annual especially good in light shade or sun. Flowers silky in texture and attractive. Crimson, salmon, pink and white. Pkt. 10c.

**GOMPHRENA (Globe Amaranth)** — Annual everlasting growing 18 inches high with globe-shaped flowers in a variety of colors. Set plants one foot apart. Pkt. 10c.

**GOURDS, Ornamental, Mixed Types** — Popular tender vine, curiously shaped fruits. Easy to grow. Pkt. 10c.

**GYPSOPHILA (Babysbreath) Annual** — Graceful sprays of half-inch wide flowers. Excellent as fillers for bouquets. Nice foliage. Sun.

**Pink** — Dainty flowers of delicate pink. Pkt. 10c, oz. 25c.

**White** — Most popular pure white. Pkt. 10c, oz. 25c.

**HELICHRYSUM, Strawflower** — Flowers straw-like, in great variety of colors. 2-3 ft. Mixed. Pkt. 10c.

**HOLLYHOCKS** — No flower is as well known as Hollyhock. They are very effective planted in the background or against a wall where their tall spikes can display their beautiful flowers. Sun.

**Double Mixed** — Pkt. 10c.

**Single Mixed** — Pkt. 10c.

**JOHNNY JUMP UP** — A popular old favorite diminutive pansy. Flowers have a purple edge and white to yellow center. Excellent for shady location. Pkt. 15c.

**KUDZU VINE** — Fast growing vine for shade in arbors or as a ground cover over banks. Full sun. Covers large areas quickly. Pkt. 10c.

**LARKSPUR, Giant Imperial** — Finest strain of annual larkspur. Large, showy, double flowers in lovely well-branched sprays.

**Blue Bell** — A light blue.

**Blue Spire** — Deep violet blue.

**Miss California** — Non-fading pink.

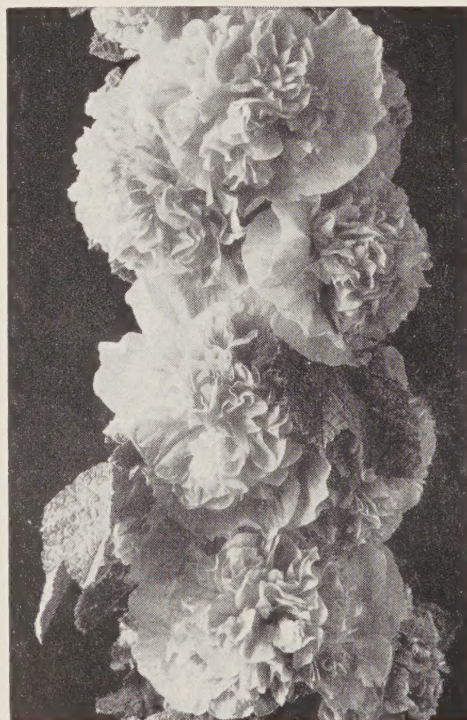
**Red.**

**White Spire** — Clear glistening pink.

Any of above: Pkt. 10c, oz. \$1.00.

**Norman's Giant Imperial Mixed** — Pkt. 10c, oz. \$1.00.

**LINARIA, Fairy Bouquet, Mixed** — Flowers like miniature snapdragons on plants 10 to 15 inches high. Showy mixture includes rose, lavender, yellow and blue. Sun. Pkt. 10c.



**DOUBLE HOLLYHOCK**



**GIANT PANSY**

**LINUM** — Graceful plants with round-faced shallow cup-like flowers in attractive showy clusters. Sun.

**Annual Scarlet Flax** — 2 foot annual, bright red. Pkt. 10c.

**Perennial Blue Flax** — 2 foot perennial, light blue. Pkt. 10c.

**LOBELIA, Emperor William** — Beautiful dwarf plant 4 to 6 inches high particularly useful for bedding and edging. Bright blue flowers. Pkt. 10c.

**LUPINES** — Easily grown showy plants with long narrow clusters of brightly colored pea-shaped flowers. Borders and excellent for cutting. Pkt. 10c.

**Annual Lupines** — Mixed colors. Pkt. 10c.

**Russell Lupines** — Large stately spikes in a variety of new, rich colors. Pkt. 15c.

**MARIGOLDS** — These showy annuals are among the showiest summer flowers. Easy to grow, like fall sun. Best in light soil. Sun.

**African Mixed** — Fine mixture of the best sorts. Pkt. 10c.

**Dwarf French Harmony** — Flowers scabiosa-like with deep yellow center flanked with broad velvety maroon-brown petals. Early summer. Dwarf. Pkt. 10c.

**Mission Giant, Goldsmith** — Giant chrysanthemum-flowered golden orange full double flowers. Bushy plants, early and free-flowering. Pkt. 25c.

**Norman's Super Yellow Supreme** — Creamy lemon-yellow, loosely ruffled broad-petaled flowers. 2½ feet. Pkt. 10c.

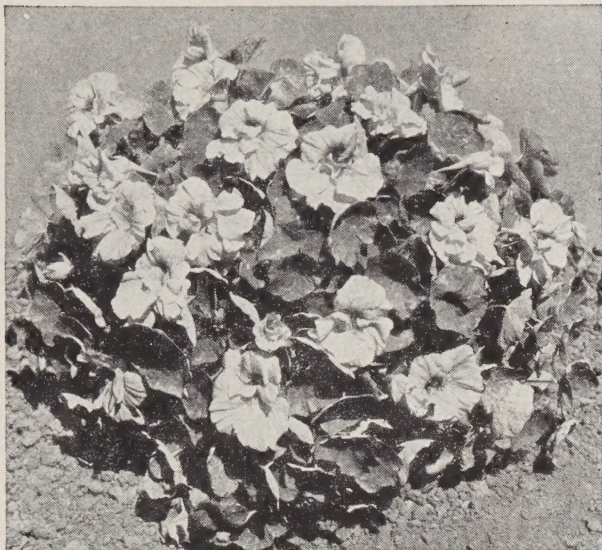
**Pigmy Yellow** — Dwarf yellow.

**Pot o'Gold** — Dwarf and compact plants, well-branched and neat in habit. Flowers large, loosely formed but with very full centers. Bright deep golden orange. Pkt. 25c.

**MEXICAN FIRE BUSH (Kochia childsi)** — Also called Burning Bush, or Summer Cypress. An attractive quick-growing foliage plant. Leaves fine and feathery, bright green, becoming deep carmine red, finally bright flame red in fall. Sun. Pkt. 10c.

**MIGNONETTE, Norman's Select Mixed** — Flowers in cone-shaped clusters, not showy but delightfully and pleasingly scented. Plants 12 inches high. Sun. Pkt. 10c.





NASTURTIIUM, DWARF DOUBLE GEM



NEMESIA



NICOTIANA

**MILE-A-MINUTE VINE**—Perennial, fast growing, making a dense growth. Inconspicuous flowers. **Pkt. 10c.**

**MOONFLOWER**—Large sweet-scented flowers much like Morning Glories but opening after sundown.

**White**—Pkt. 10c.

**Blue**—Evening Glory. **Pkt. 10c.**

**MORNING GLORIES**—Very popular annual vines making a quick cover on fences and trellises. Showy flowers open in daylight.

**Scarlett O'Hara**—Bright red. **Pkt. 15c.**

**Clark's Earliest Heavenly Blue**—Large sky-blue flowers shaded to a yellow throat. Water sparingly and do not fertilize. **Pkt. 10c.**

**Mixed**—Vari-colored flowers. **Pkt. 10c**

**NASTURTIIUMS**—For dry, poor soils, nasturtiums have no equal. Sow in early spring. Sun.

**Double Mahogany**—Semi-dwarf, double deep mahogany red, fragrant. **Pkt. 10c, oz. 50c.**

**Double Scarlet Gleam**—Double scarlet flowers. **Pkt. 10c, oz. 50c.**

**Norman's Double Golden Gleam**—Double fragrant flowers in long strong stems above the leaves. **Pkt. 10c, oz. 50c.**

**Norman's Special Dwarf Double Gem Mixture**—Dwarf, compact plants ideal for borders and edging. Semi-double, sweetly scented flowers. **Pkt. 10c, oz. 50c.**

**Tall or Climbing, Mixed**—Unusually large single flowers. Seed pods may be picked while still green and used for pickling. **Pkt. 10c, oz. 50c.**

**Single Dwarf, Mixed Colors**—

**NEMESIA, Mixed**—Dwarf free-flowering annual, good for low borders. The wide range of showy colors and freedom of bloom place them among the showiest of garden flowers. **Pkt. 10c.**

**NEMOPHILA, Baby Blue Eyes**—Grows 6 inches high with cup-shaped delicate blue flowers. For carpet bedding and cover for bulb plantings. **Pkt. 10c.**

**NICOTIANA, Flowering Tobacco, Norman's Special Mixture**—These colorful annuals grow about 3 to 4 feet and for a long time literally blaze with sweetly fragrant long tubular blooms. **Pkt. 10c.**

**NIEREMBERGIA hippomanica, Norman's Special (Dwarf Cup Flower)**—Little low perennial seldom over 6 inches high freely covered with sheets of lavender cups with yellow centers. **Pkt. 25c.**

**PANSY**—An excellent low growing annual for shady places. Plant in fall to give abundant flowers in early spring and summer.

**Pansy, Norman's Select Giant Mixed**—A selection of giant-flowering varieties. Very showy. Compact, vigorous strain. **Pkt. 25c.**

**Fine Mixed**—Smaller flowered strain, but equally colorful. Rich loose soil and a moist shady location are desirable for better flowers. **Pkt. 10c.**

**PENSTEMON, Norman's Arizona Giants, Mixed**—Very showy tubular flowers. Often 2 inches long and an inch or so across the mouth. Two feet; sun. **Pkt. 10c.**

## PETUNIAS

Seeds are very fine and need be sown carefully on surface of finely pulverized soil, well lightened with sand and peat or manure.

### GRANDIFLORA

Giant Single Flowered

**Burgundy**—Rich wine red, contrasting white throat. **Pkt. 10c.**

**Violacea**—Largest dark velvety purple. **Pkt. 10c.**

**Flaming Velvet**—Luscious velvety blood red. **Pkt. 10c.**

### PETUNIA HYBRIDS

Spreading Types

**Howard Star**—Reddish-purple flowers with a white central star. **Pkt. 10c.**

**White King**—Pure white. **Pkt. 10c.**

**Single Mixed**—Choice mixture of many lovely colors. **Pkt. 10c.**

### NANA ERECTA

Dwarf, Compact Bedding Types

**Celestial Rose**—Compact, deep rose. **Pkt. 10c.**

**Rosy Morn**—Dwarf. Rose with white throat. **Pkt. 10c.**

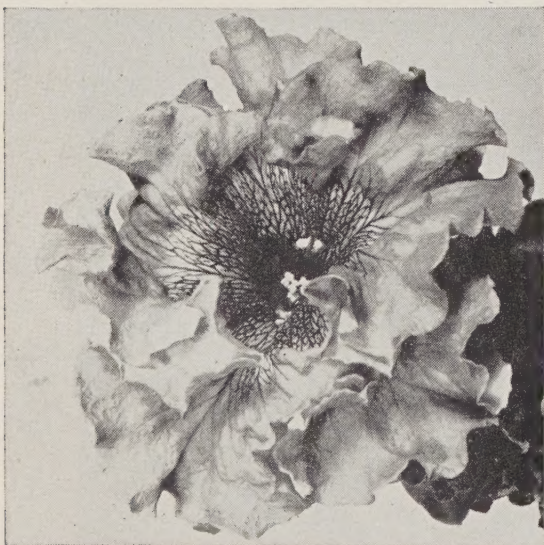
### MINIATURE

**Salmon Supreme**—Perfect small, round plant 6 to 9 inches high. Flowers a lovely salmon-pink. **Pkt. 15c.**

**Dwarf Mixed**—Pkt. 15c.

### GIANTS OF CALIFORNIA

**Norman's Select**—Fringed and ruffled. The finest large flowering strain of single petunias. Very deep throat, beautifully veined, mixed colors. **Pkt. 25c.**



PETUNIA, GIANTS OF CALIFORNIA





PORTULACA, DOUBLE

**PHLOX**—Showy annual flowers, 8 to 12 inches high, with clusters of brightly colored bloom during spring from fall and winter sowings. Sun.

**Drummondii**—

**Pink**—

**Purple**—

**Red with White Eye**—

**Snowbank**—White.

**Rosy Morn**—Giant-flowered brilliant rose with white eye. Free blooming, uniform height. **Pkt. 10c.**

**Salmon Glory**—Salmon with distinct creamy-white eye. **Pkt. 10c.**

**Norman's Select Mixture**—**Pkt. 10c.**

**PINKS**—Beautifully colored single and double flowers with petals delicately cut. Grows about a foot high. Easy to grow, free-flowering. Sun.

**Heddewigi, Single Mixed**—**Pkt. 10c.**

**Heddewigi, Double Mixed**—**Pkt. 10c.**

**POPPY**—Very popular, delicately formed flowers. Sun.

**American Legion Mixed**—2 to 3 feet. **Pkt. 10c.**

**Shirley, Single Mixed**—Improved type. **Pkt. 10c.**

**Shirley, Double Mixed**—Beautiful begonia-like flowers. **Pkt. 10c.**

**Iceland Poppy**—Gay colored flowers with lovely texture borne on long leafless stems held high above tufted foliage. Sun or light shade. **Pkt. 10c.**

**California Poppy**—Low growing annuals with silvery green foliage and showy profusion of brightly colored flowers.

**Single Mixed**—**Pkt. 10c.**

**Golden West**—Golden yellow. **Pkt. 10c.**

**PORTULACA, Moss Rose**—Very showy low-growing bedding plant with succulent waxy leaves and showy cup-shaped flowers in clear pleasing colors. Dry sunny places. Summer.

**Single Mixed**—All colors. **Pkt. 15c.**

**Double Mixed**—Flowers fully double. **Pkt. 15c.**

**QUEEN ANNE'S LACE, Norman's Select Star-Flowered**—Used extensively as a filler in bouquets. In the garden produces drifts of lovely white flowers. Sun. **Pkt. 10c.**

**RICINUS, Castor Beans**—Tall tree-like annuals planted for tropical-looking foliage. 6 to 10 feet. Sun. **Pkt. 10c.**

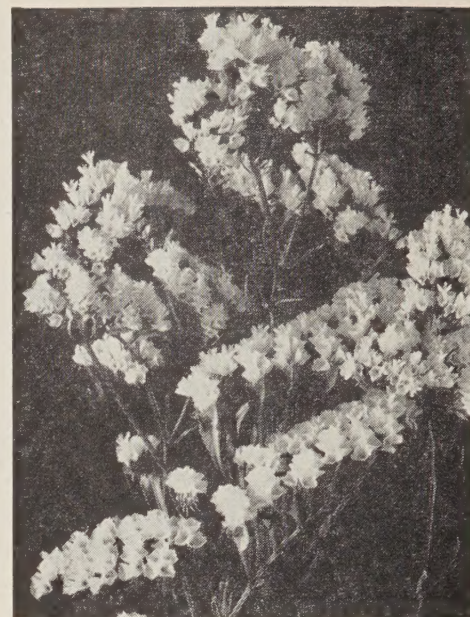
**SALPIGLOSSIS, Mixed**—Beautifully veined tubular flowers on 2 to 3 foot stems. Rich brilliant colors. Popular as cut flowers. Sun. **Pkt. 10c.**

**SALVIA, Fireball**—Plants blaze in color. Tender perennials for early spring planting. Bloom the first season. Sun. **Pkt. 10c.**

**SCABIOSA, Mourning Bride, Mixed**—Pincushion flowers. Profuse and lovely flowers on tall wiry stems. 2 to 3 feet high. Sun. **Pkt. 10c.**

Starting about September 15th, through May, we carry a full line of flower plants in flats that will give you several weeks' head start over seeds. Available are mixed and straight colors of Snapdragon, Stock, Verbena, Larkspur, Calendula, Carnation, Petunias (both single and ruffled), Pansy, and many others.

**ASK FOR COMPLETE LIST OF VARIETIES AND PRICES**



STATICE

**SCARLET RUNNER BEANS**—Showy clusters of 10 to 30 bright red flowers, followed by edible beans. **Pkt. 10c.**

**SCHIZANTHUS, Select Mixed**—Butterfly or Fringe Flower. Dainty compact branching annual. Finely cut foliage, and brilliantly colored butterfly-like flowers. Sheltered position. Sun. **Pkt. 10c.**

**SHASTA DAISY, Alaska**—Large single white daisy with yellow center on 2½ foot stems. **Pkt. 10c.**

**SNAPDRAGONS (Antirrhinum)**—Rust proof strain. Popular winter annuals with showy pleasing formed lovely flowers. Long flowering season. Sun. In the following colors:

**Shasta**—White. **Pkt. 10c.**

**Copper Queen**—Bronze. **Pkt. 10c.**

**Brilliant Rose**—Pink. **Pkt. 10c.**

**Defiance**—Giant red. **Pkt. 10c.**

**Yellow Jacket**—Yellow. **Pkt. 10c.**

**Mixed**—Rust proof mixture of fine colors. **Pkt. 10c, oz. \$2.00.**



SALPIGLOSSIS



SNAPDRAGON



**STATICE**—An everlasting. Easy to grow and producing graceful sprays of delicately colored flowers. **Pkt. 10c.**

**STOCKS, Arizona Giants**—Lovely double fragrant flowers on well branched plants. A popular winter flowering annual.

**Purple**—Pkt. 10c.

**Light Pink**—Pkt. 10c.

**Blood Red**—Pkt. 10c.

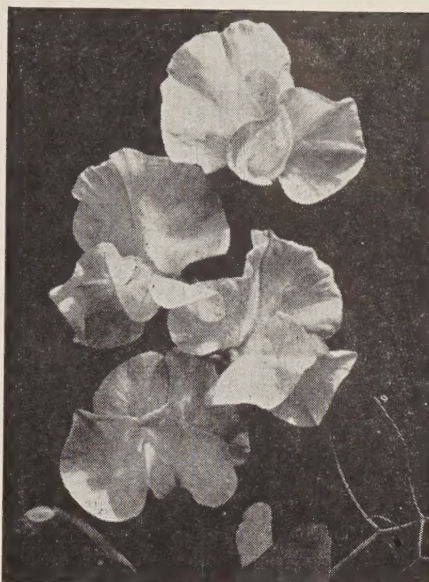
**Snow White**—Pkt. 10c.

**Mixture**—Extra fine blend of colors. **Pkt. 10c, oz. \$2.50.**

**SUNFLOWER, Full Double Russian**—Fall growing annual (5-10 feet high) for background plantings. Seeds make a valuable food for poultry. **Sun. Pkt. 10c.**

## SWEET PEAS

The most universally popular of all annual flowers. Blooms profusely and continuously over a long period, especially if the flowers are kept picked. For beauty and fragrance they are incomparable.



SWEET PEA, CUTHBERTSON

## CULTURAL DIRECTIONS FOR SWEET PEAS

For the best location, select a spot where the sweet peas will get the morning and forenoon sun. Rich, loamy soil is desirable. Deep digging to even more than a spade length down and finely prepared soil are very important. Sow seeds about 1 inch apart and 1 to 1½ inches deep. The use of "Nitrogen" on the seed before planting will assist with good roots and abundant flowers. A good suggestion is to plant seed in the bottom of a trench of required depth. As the plant grows, gradually fill in around it with soil, drawing it up to the plants as they grow taller until eventually the surface soil is level. When sweet pea plants are about three inches high, twigs should be set around them to which the young tendrils may cling. When they reach the height of about 6 inches, supports should be provided. "Train-Ettes" are considered the best for they can be used from year to year and are easily placed. The soil should be well hoed and mulched to keep loose for several inches in depth to prevent cracking and loss of moisture. The flowers should not be allowed to wither on the vines but should continually be cut off. This will greatly prolong the

blooming season. Whenever the soil begins to get a little dry, it should be watered. A thorough soaking twice a week is better than a little sprinkle every day. The use of a good mulch and peat moss will aid in the conservation of water.

## Cuthbertson Sweet Peas

Cuthbertson Sweet Peas represent one of the most important developments in the modern world of flowers! Sweet pea lovers can now grow this beautiful flower successfully under conditions of heat and drought. The Cuthbertson Sweet Pea, with the orthodox blossom and vine, combines an ability to grow and bloom under hot weather conditions with exceptional vigor, length of stem, and an abundance of fragrant blossoms. In Arizona, seed should be sown outdoors in late August or September for early blooming or as late as December for spring blooms. In higher altitudes, plant as soon as the soil can be worked and danger of severe frost is past. The notations after some varieties are awards received for superiority.

**Frank G.**—Lavender. (1st Class Certificate, 1944)

**Coline**—Scarlet. (Certificate of Merit, 1944)

**Janet**—White. (Certificate of Merit, 1944)

**Danny**—Navy blue.

**Hazel**—Light blue.

**Carol**—Clear pink.

**Mixed**—A blend of all colors. **Pkt. 10c, oz. 50c.**

**EARLY FLOWERING SPENCER SWEET PEAS**—Sow in fall for early winter and spring blooms. Sow again in early spring for later spring blooms. Starts to climb at once after germinating and flowers 4 to 6 weeks ahead of the late flowering Spencers.

**Discovery**—Light pink.

**Gold Crest**—Orange-tinted salmon.

**Sunset**—Cerise pink.

**Tangerine**—Rich orange.

**Warrior**—Chocolate maroon.

**Shirley Temple**—Pink.

**Harmony**—Clear lavender.

**Mars**—Crimson-red.

**Cascade**—White.

**Blue**—

Any of the above: **Pkt. 10c, oz. 50c.**

**Norman's Early Spencer Mixed Colors**—Contains a well-balanced assortment of colors of fine types. **Pkt. 10c, oz. 50c.**

**LATE FLOWERING SPENCER SWEET PEAS**—Sow in early fall for spring bloom. Plants remain bushy until warm spring weather, when they shoot up and flower.

**Mixed**—Pkt. 10c, oz. 50c.

**CUPID SPENCER SWEET PEAS**—A bush form of sweet pea with lovely large blooms of true Spencer type. Grows about 9 inches tall and makes a good border. Pink predominant. **Pkt. 10c.**

## Norman's Suggests Sowing the Following for . . .

### Winter Shade

Forget-Me-Nots  
Johnny Jump Up  
Lobelia  
Pansy  
Viola

### Winter Border, Sun

Alyssum  
Ageratum  
Candytuft  
Dwarf Nasturtium  
Mignonette  
Nemesia  
Nemophila  
Verbena  
Virginian Stock

### Summer Border, Sun

Portulaca  
Dwarf Zinnia  
Dwarf Cockscomb

### For Cut Flowers in Winter, Sun

African Daisy  
Bachelor Button  
Calendula  
Candytuft  
Carnation  
Chrysanthemum  
Larkspur  
Poppies  
Stock  
Snapdragons  
Sweet Peas





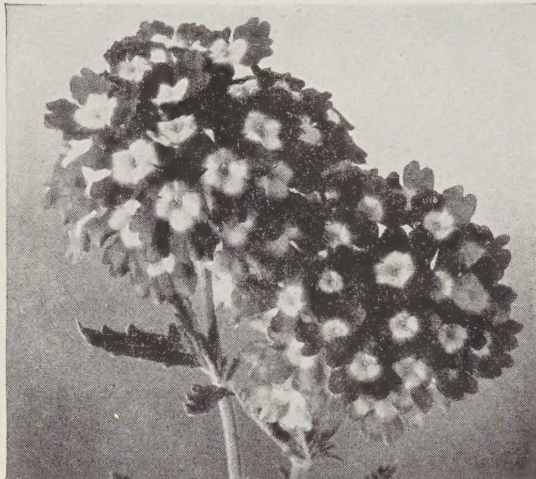
VENIDIUM FASTUOSUM



SWEET WILLIAM



TITHONIA, FIREBALL



VERBENA, ARIZONA GIANTS

**SWEET WILLIAM** (*Dianthus barbatus*) — Free flowering perennial with large clusters of brilliant pinks in reds, pinks and white, many with two colors. 1 to 1½ feet in height.

**Norman's Select Double Mixed**—Pkt. 10c.

**TEXAS BLUE BONNET, Arizona Strain** (*Lupinus Texensis*)—Showy annual 18 inches high, producing long clusters of lupine flowers in late spring and early summer. Dark blue, tinged with white. Sun. Pkt. 10c.

**TITHONIA**—Commonly known as the Mexican Sunflower. Does fine in extremely hot places. Grows about eight feet tall. Likes summer weather. Very showy flowers. Sun.

**Speciosa**—Annual, in height, habit and shape of flowers it reminds of a single dahlia. 8 feet. Sow in spring for late summer and fall bloom. Pkt. 10c.

**Fireball**—Taller growing, with dazzling brilliant flowers in late fall. Has good foliage and makes a fine background plant. Pkt. 25c.

**VENIDIUM** — A lovely annual with grey-green foliage and graceful stems bearing 4-inch daisy-like flowers with long overlapping petals. Height 2 feet. Sun.

**Fastuosum**—Flowers rich orange with dark brown zone at base, center blue-black. Pkt. 15c.

**Fastuosum hybrid**—Petals zoned also but instead of orange, these include apricot, orange, salmon, yellow and white. Pkt. 10c.

**VERBENA, Norman's Arizona Giants**—For beds, borders, or window boxes, banks and parking strips, these giant flowered Verbenas produce an amazing display of color. Free flowering. Height 9 to 12 inches.

**Blue**—Deep royal blue. Pkt. 10c.

**Lavender Glory**—Pkt. 10c.

**Pink**—Showy pink. Pkt. 10c.

**Red**—Bright red. Pkt. 10c.

**White**—Clear white. Pkt. 10c.

**Mixed Colors**—Very fine mixture. Pkt. 10c.

#### Summer Cut Flowers, Sun

Zinnias  
Marigolds  
Cosmos  
Cockscomb  
Vinca  
Tithonia

**VIOLA, Mixed Shades (Baby Pansy)**—Fine for sun or shade. Pkt. 15c.

**VINCA ROSEA, Madagascar Periwinkle**—Ornamental bushy plants with glossy green foliage and profusion of large phlox-like flowers. 2 feet.

**Mixed Colors**—Pkt. 10c.

**Pink**—Selected pink flowered strain. Pkt. 10c.

#### VINE SEEDS

In planting vines, never plant until the soil is thoroughly warm. If it is too cool, the seeds will rot before growing. To aid germination of particularly hard seeded varieties, filing a small notch at the top of the seed will help considerably. Always select the driest, sandiest part of the garden for vines. Keep plants on the dry side in order to induce early and abundant flowering rather than sparse growth of foliage. Heavy watering will make leaves and few flowers. Most vines show off best when planted against a wall or fence.

Mile-a-Minute	Kudzu Vine
Balloon Vine	Moon Flower
Cypress Vine	Morning Glories
Gourds	
Scarlet Runner Beans	

**VIRGINIAN STOCK** (*Malcomia* or *Mahon Stock*) — Quick-growing annuals about 1 foot high. A useful plant for covering beds of bulbs, in front of borders or rock gardens. Free blooming.

**Mixed Colors**—Pkt. 10c.



VIOLA CORNUTA





ZINNIA, CROWN O' GOLD, PASTEL TINTS

## ZINNIAS

Zinnias are hot weather loving flowers and should never be sown until the soil has thoroughly warmed up and all danger of any frost has passed. If possible plant seed where they are to grow for Zinnias resent transplanting. To induce a thrifty, heavy root system, irrigate your plants rather than sprinkle. Always cultivate after each irrigation to conserve moisture. The Dahlia Zinnia is large flowered but the edges are rolled like a Dahlia. California Giants are large, flat flowers. Lilliputs are small flowers, but grow to 2½ to 3 feet tall. Tom Thumb are dwarf plants of 8 to 10 inches tall and small flowers. Other varieties listed are explained in regular listing.

**CROWN OF GOLD, Pastel Tints**—Mixed only. Lovely large flowered Zinnias. Extremely double in delicate pastel tints. Each petal overlaid at base with golden yellow. **Pkt. 10c, oz. \$1.00.**

**GIANTS OF CALIFORNIA**—Plant 3 to 4 feet high with very large fully double well-formed flowers. Colors bright and clean. Very showy.

- Enchantress**—Pink.
- Golden Queen**—Yellow.
- Grenadier**—Red.
- Lavender Queen**—Lavender.
- Violet Queen**—Violet.
- Miss Wilmott**—Pink.
- Orange King**—Orange.
- Purity**—White.
- Rose Queen**—Rose.

All above colors—**Pkt. 10c, oz. 75c.**

**California Giants Mixed**—**Pkt. 10c; oz. 75c.**

**HOWARD'S GIANT CRESTED**—Flowers fully as large as California Giants, with a ring of large broad petals surrounding a crest of small dainty petals. Very fine as a cut flower.

**Mixed Colors**—**Pkt. 25c.**

**DAHLIA FLOWERED**—Most popular large flowered Zinnia. Plants 2½ to 3 feet high with immense dahlia-like flowers. Strong stems. Fine for cutting and show in the garden.

**Canary Bird**—Bright yellow.

**Crimson**—

**Dream**—Lavender.

**Eldorado**—Salmon-apricot.

**Exquisite**—Light rose.

**Illumination**—Deep rose.

**Luminosa**—Deep pink.

**Meteor**—Bright red.

**Oriole**—Orange and gold bicolor.

**Polar Bear**—White.

**Purple Prince**—

**Will Rogers**—Flaming red.

All above colors—**Pkt. 10c, oz. 75c.**

**Norman's Select Mixed**—A fine mixture. **Pkt. 10c, oz. 75c.**

**GAILLARDIA-FLOWERED**—Like double Gaillardia, these Zinnias are mostly two-colored in combinations, resembling Navajo rugs, hence the name "Navajo Zinnia" by which they are known.

**Mixed Colors**—**Pkt. 10c.**

**HAAGEANA, Double Mixed**—Medium size plants making excellent flower beds. Flowers fully double, with pretty and unusual markings. **Pkt. 10c.**

**FANTASY ZINNIAS**—Medium size, graceful, shaggy flowers, giving informal appearance of a Cactus Dahlia. 2 feet tall.

**Stardust**—Golden yellow. **Pkt. 10c.**

**Wildfire**—Dazzling scarlet. **Pkt. 10c.**

**Mixed**—Contains all bright colors. **Pkt. 10c.**



ZINNIA, FANTASY



ZINNIA, GIANTS OF CALIFORNIA

**TOM THUMB, Mixed**—Very dwarf. 6 to 8 inches high, which we recommend as perfect for borders. **Pkt. 10c, oz. \$1.50.**

**LITTLE RED RIDING HOOD**—Dwarf bright red. **Pkt. 10c.**

**LILLIPUT ZINNIAS**—A strain of dwarf plants 1½ to 2 ft. high with small, dainty flowers, very double, usually 1 to 1½ inches across. Popular for cutting.

**Canary Gem**—Canary yellow.

**Crimson**—Ruby red.

**Golden Gem**—Golden yellow.

**Lilac Gem**—Lavender.

**Rose Bud**—Rose pink.

**Salmon Rose**—Soft rose.

**Valencia**—Burnt orange.

**White Gem**—Pure white.

All above—**Pkt. 10c, oz. 75c.**

**Lilliput Mixed**—**Pkt. 10c, oz. 75c.**

**NORMAN'S SELECT LILLIPUT PASTEL MIXTURE**—Like the Lilliput above, but in pastel colors. Very fine. **Pkt. 10c, oz. \$1.50.**



ZINNIA HAAGEANA



## VEGETABLE SEEDS for Arizona Gardens

### Selected List of Best Varieties

All Vegetable Seeds 10c per pkt. For Larger Quantities Ask for Prices.

**FRESH VEGETABLES FROM YOUR GARDEN ASSURE YOU OF ONLY THE BEST. IT DOES NOT TAKE MUCH EFFORT TO GROW DELICIOUS VEGETABLES. SEE PLANTING GUIDE ON PAGE 14 FOR DATES FOR PLANTING VEGETABLES.**

<b>BEANS</b> —Golden Wax. Bush. Tennessee Green Pod. 53 days. Kentucky Wonder. 67 days. Blackeyed Peas Baby Lima Bush. 70 days.	<b>CUCUMBERS</b> — Lemon Queen. 64 days. Klondike. Snow Pickling. 54 days. Telegraph or Climbing. 72 days.	<b>WATERMELON</b> — Tom Watson. 90 days. Wondermelon. 85 days. Klondike. 85 days.	<b>RADISH</b> —Chartier. 30 days. Early Scarlet White Tipped. 25 days. Norman's Delicious Icicle. 80 days.
<b>BEETS</b> —Early Arizona. 55 days. Early Blood Turnip. 60 days. Crimson Globe. 58 days.	<b>ENDIVE</b> — Green Curled. 95 days.	<b>MUSTARD</b> —Fordhook Fancy or Ostrich Plume. 60 days.	<b>RUTABAGA</b> —Early American Purple Top. 90 days.
<b>BROCCOLI</b> . 70 days.	<b>EGG PLANT</b> — Black Beauty. 80 days.	<b>OKRA</b> — Dwarf Green. 50 days.	<b>SALSIFY</b> —
<b>BRUSSELSPOUTS</b> . 80 days.	<b>HERBS</b> —Catnip, Chives, Dill, Horehound, Sage, Thyme.	<b>ONION</b> — Crystal White. 92 days. Sweet Spanish. 110 days. White Bunching. Onion Sets— White. 35c lb. Brown. 35c lb.	<b>SPINACH</b> — New Zealand. 70 days. Prickly Winter. 45 days.
<b>CABBAGE</b> —Premium Late Flat Dutch. 110 days. Early Arizona. 90 days.	<b>KALE</b> — Norman's Dwarf. 55 days.	<b>PARSLEY</b> — Champion or Moss Curled.	<b>SQUASH</b> — Summer Crookneck. White Bush Scallop. 50 days. Yellow Bush Scallop. 50 days. Zucchini. 60 days. Buttercup. 100 days.
<b>CARROTS</b> —Improved Long Orange. 85 days. Danvers Half Long. 75 days. Imperator. 74 days.	<b>KOHL RABI</b> —Early Purple. Vienna. 60 days.	<b>PARSNIP</b> — Hollow Crown. 95 days.	<b>SWISS CHARD</b> — Silver Leaf. 50 days.
<b>CAULIFLOWER</b> — Snowball. 57 days.	<b>LEEK</b> —	<b>PEAS</b> — American Wonder Bush. Laxton's Bush. Norman's Small Pole.	<b>TOMATO</b> —Beefsteak. 65 days. Earliana. Marglobe Supreme. 65 days. New Stone. 86 days. Norman's Yellow Pear. 80 days.
<b>CELERY</b> — White Plume. 115 days.	<b>LETTUCE</b> — Early Prizehead. 80 days. Iceberg. 80 days. Leaf. 40 days. Cos or Romaine. 60 days.	<b>PEPPERS</b> —	<b>TURNIP</b> —Early Arizona. Purple Top Strap Leaf.
<b>CORN</b> — Country Gentleman. 90 days. Golden Bantam. 80 days. Honey June Corn. 92 days. Pop Corn. 100 days.	<b>MELONS</b> —Casaba. Honey Dew. 105 days. Muskmelon, Hale's Best. Muskmelon, Rocky Ford. Muskmelon, Tip Top.		

## GARDEN SUPPLIES

### INSECTICIDES

**Extrax Spray**—A rotenone and pyrethrum combination for aphids, thrips, etc. 4 oz. \$1.00.

**Black Leaf "40"**—Nicotine sulphate concentrated solution. Effective and economical for plants, animals and poultry. Mixed with soapy water and sprayed on plants for aphids and other garden insects. 1 oz. 35c (makes approx. 5 gals solution), 5 oz. \$1.00.

**Bordo Mixture**—An insecticide for painting or spraying trunks of trees from sunburn. 50c.

**Botano Dust**—Insect dust for vegetables and flowers. 75c, refills \$1.50.

**Pest Be Gone Insecticide**—Contains DDT 20%. Kills thrip, leaf hoppers, mosquitoes, flies. Bottle makes approximately 15 gals. spray. 4 oz. bottle \$1.00.

**Volck Oil Spray**—For mealy bugs, scale insects, red spiders. Excellent for mixing with other sprays that do not contain oil. 4 oz. 35c.

**Hydronox**—An insecticide spray concentrate for gardens, crops, flowers, trees, shrubs. 2 oz. 65c, 4 oz. 95c, 8 oz. \$1.70, Pints \$3.10.

**Rotenox**—A powerful concentrate formula for repelling fleas, flies, gnats and ticks. Harmless to pets but deadly to pests. 4 oz. 85c; 8 oz. \$1.30.

**Calcium Arsenate**—Dust on the plants for caterpillars and grasshoppers. 1 lb. 35c.

**Lime Sulphur**—For spraying fruit trees against worms. 1 lb. 35c.

**Pestroy DDT Paint**—Paint window screens and screen doors against flies and insects. Also excellent for painting garbage cans, drain pipes and sills. Pint Can 70c, Quart Can \$1.20.

**HOUSEHOLD SPRAYS**—For flies, mosquitoes, etc.

**Flyoil**—Contains DDT. Pint 30c, Quart 50c.

**Baldwin Spray**—Contains perfume. Pint 30c, Quart 50c.

### SPRAY GUNS

**Spra-well**—Beautiful smooth lithographed finish, made of heavy tinplate. Plungers of heavy wire rod with specially treated leather.

**Spra-well Intermittent**—5 oz. glass jar. Handy home size. . . . \$ .30  
**Spra-well Intermittent**—Ft. cap. . . . \$ .45  
**Spra-well Intermittent**—Qt. cap. . . . \$ .70  
**Spra-well Continuous**—1½ Qt. cap. . . . \$ .85  
**Spra-well Continuous**—3 Qt. cap. . . . \$ 1.80

**Tree Heal**—An asphalt emulsion product for sealing cut limbs, split bark on trees and other uses where the plant or tree needs sealing. This hardens after applying, thus sealing open breaks. Pt. 30c, Qt. 50c.

**Tat-C-Lect Crab Grass Killer**—A selective killer made especially for crab grass. May cause slight browning of regular lawn but does not harm lawn. 8 oz. 85c; 16 oz. \$1.50.

**Combination Tat-C-Lect and Weed-C-Lect Packages**—By combining these two sprays crab grass and harmful weeds in yard can be eliminated in one application. Pkg. \$2.25.

**Tree Trunk White**—A whitewash type product that mixes with plain water for painting trees for sunburn and preventative against insects. 1 lb. 25c; 5 lbs. 80c.

**Insect Repellent Light Bulbs**—Yellow type bulbs for use in gardens, front porches and other places where night flying insects infest. 60 watt size 18c, 100 watt size 29c.



(Ask for larger quantity prices)

**Date Bags**—Waterproof paper tubes that protect the date bunches from birds, insects and weather. Large sizes. 20c each, \$2.25 per dozen, \$8.75 for 50c, \$16.50 for 100.

**Irrigating Shovels**—A straight blade shovel for cleaning ditches and general work. \$2.50.

**Dirt Shovels**—A curved blade shovel for digging and spading. \$2.50.

### LAWN MOWERS

Sturdy, well built lawn mowers.

**Temco Junior**—16-inch cut, rubber tires. \$21.45.

**Temco De Luxe**—16-inch cut, rubber tires. \$25.95.

**Temco Liteweight**—16-inch cut, rubber tires. \$24.75.

**Lawn Edgers, Pennsylvania**—A fine built edger with metal disc on top for close cutting. \$23.95.

**Grass Catchers**—Aluminum bottom with good quality materials for sides. Two sizes available. \$2.00, fits up to 18-inch mowers. \$3.00, fits up to 22-inch power or hand mowers.





## INSECTICIDES

### FOR THE GARDEN

#### LIGHTNING SOIL AND WATER ACIDIFIER

Most of our soils and water in the west are extremely alkaline, which makes it hard to grow any plant that likes an acid soil such as Fuchsia, Begonia, Camellia, Azalea, Gardenia, and many others. It is a proven fact that all of our common and best loved plants only about 1% of them will grow best in an alkaline soil. It has been further shown that plants cannot obtain the necessary food elements for best growth when this condition exists. LIGHTNING SOIL AND WATER ACIDIFIER contains six minerals and acids which will serve to immediately correct this condition when used as directed. A stimulative effect is obtained through release of vital food elements and in increase of bacterial action which is so necessary for successful results in the use of chemical fertilizers.

4 oz. ....	\$ .30 ea.	1 pint .....	.75 ea.
8 oz. ....	.50 ea.	1 quart .....	\$ 1.25 ea.
1 gal. ....	2.50 ea.		

#### LIGHTNING PYSECT GARDEN SPRAY

An oil spray containing PYRETHRUM with Pine oil and added emulsifier to make a stable mixture in the hardest water without the necessity of constant agitation. A contact insecticide which has a very pleasant odor. For the control of most garden insects which will not react to a stomach poison such as Aphis, Rose Beetle, Rose Slug, White Fly, Leaf Roller, Leaf Tier, Spittle Bug, and most Caterpillars.

1 oz. ....	\$ .35 ea.	8 oz. ....	\$1.50 ea.
2 oz. ....	.50 ea.	1 pint .....	2.75 ea.
4 oz. ....	.85 ea.	1 quart .....	5.00 ea.

#### LIGHTNING ROSECT GARDEN SPRAY

A ROTENONE concentrate containing 3 per cent Rotenone with spreader and wetting agents added. No mineral oils are used in this product and it will not burn the tenderest of foliage. A contact and a stomach poison which will control most of the Chewing Insects as well as others such as Aphis, etc. THE STRONGEST ROTENONE SPRAY ON THE MARKET, it is very economical to use as a small amount makes a large quantity of spray when mixed with water as directed.

1 oz. ....	\$ .40 ea.	8 oz. ....	1.90 ea.
2 oz. ....	.70 ea.	1 pint .....	\$ 3.30 ea.
4 oz. ....	1.10 ea.	1 quart .....	5.30 ea.

#### LIGHTNING SCALE SPRAY

An oil spray especially designed to give control of most types of scale insects such as Black, Red, and Purple Scale on Citrus Trees, Shrubs, and ornamental garden plants which are subject to attack from this pest. The spray is completely emulsifiable and does not require constant agitation in the spray tank as some other types do.

8 oz. ....	\$ .35 ea.	1 quart .....	1.00 ea.
1 pint .....	60c ea.		

#### LIGHTNING SULPH-EX SPRAY

FUNGICIDE. For the control of fungus diseases such as Powdery Mildew, Rust, and Black Spot on Roses and similar ornamentals. Also controls Damping-Off Fungi on seedlings when used in the water. A liquid Sulphur compound which is completely soluble in water. Will not leave an unsightly residue on ornamental plants to detract from their appearance. May be mixed with any of the above insecticides to make a complete spray for control of both insects and disease.

4 oz. ....	\$ .35 ea.	1 pint .....	1.00 ea.
8 oz. ....	.60 ea.	1 quart .....	\$1.60 ea.
1 gal. ....	3.75 ea.		

#### LIGHTNING PYSECT MEALY BUG SPRAY

Originally designed for use by commercial growers, but was so effective that we now offer it in small size containers to home gardeners. It is very effective on all types of plants that will take an oil type spray and at a minimum of expense. Do not use on ferns or other tropical plants which will not take oil sprays.

2 oz. ....	35c	4 oz. ....	60c	8 oz. ....	\$1.00	Pint. ....	\$1.75
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#### LIGHTNING PYSECT WITH 5% DDT ADDED

An oil type spray containing 1% pyrethrins and 5% DDT which will give control of practically every type of sucking and chewing insect. When used as directed, it will not burn any foliage and will give complete protection.

2 oz. ....	60c	4 oz. ....	95c	8 oz. ....	\$1.60	Pint. ....	\$3.00
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#### LIGHTNING PYSECT DUST

A pyrethrum dust which controls the same insects as the spray listed. Especially compounded for those who prefer a dust in place of a spray. This dust is especially recommended for use on lawns for control of sod webworm or green cutworm.

1 lb. ....	40c
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#### LIGHTNING SPIDER SPRAY

For the control of all kinds of spiders infesting buildings, especially Black Widow, also effective on all other insects due to the great strength of the product which is necessary to obtain control of the spiders. Made from the powerful synthetic Lethane with pyrethrum added for better results.

Pint. ....	90c
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## FOR THE HOME

#### LIGHTNING PERFUME FLY SPRAY

A delightfully perfumed PYRETHRUM product which will efficiently clear the room of flying insects and have a pleasant odor. It is not only effective on flies but may be used to control many other insects such as Ants, Mosquitoes, Silverfish, Moths, Bedbugs and others of a similar nature. This is a space spray and is not intended for use as a residual type. Contains only Pyrethrum and for this reason may be safely used around food products and in places where a poisonous spray would be dangerous.

1 pint .....	\$ .40 ea.	1 quart .....	.75 ea.
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#### LIGHTNING ODORLESS FLY SPRAY

A more powerful spray containing 50% more Pyrethrum than the above. Contains a neutralizing agent that renders it nearly completely odorless when sprayed into the air. Used for control of all of the insects named for our Perfumed Spray as well as for treatment of animals such as Cats or Dogs to control Fleas, Mites, etc., according to directions on the container. ESPECIALLY ADAPTABLE FOR USE IN AUTOMATIC ELECTRIC SPRAYERS such as are used in many stores and food handling plants.

1 pint .....	\$ .50 ea.	1 quart .....	.90 ea.
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## LIGHTNING CHLORDANE

The New INSECTICIDE for HOME - GARDEN  
and COMMERCIAL USES

#### Superior Control of Most Common Insects such as—

Ants	Flea Beetle	Tomato Horn Worm
Aphis	Grasshopper	Asparagus Beetle
Alfalfa Weevil	Leaf Hopper	White Fly
Army Worm	Leaf Miner	Roaches
Boxwood Miner	Leaf Roller	Silverfish
Cabbage Looper	Lygus Bug	Bedbugs
Cabbage Worm	Rose Beetle	Lice
Bean Weevil	Diabrotica	Bealy Bug
Cut Worm	Thrip	

and many others of a similar nature

#### Also for the Control of Most Soil Infesting Insects—

ANTS, CUTWORM, WHITE GRUB, WIREWORM, SOD WEBWORM, GARDEN CENTIPEDE, SOW BUG and PILL BUG, GROUND MEALY BUG, and others of a similar nature.

#### LIGHTNING CHLORDANE SPRAY

##### 25% Emulsifiable Concentrate

An oil base spray concentrate to be diluted with water for use on plants. Kills insects three ways as a fumigant, as a contact poison, and as a stomach poison. Creates a toxic residue which will remain effective for at least two weeks.

4 oz. ....	\$ .85 ea.	1 pint .....	2.75 ea.
8 oz. ....	1.50 ea.	1 quart .....	5.00 ea.

#### LIGHTNING 5% CHLORDANE DUST

A dust prepared for those who prefer this method of insect control. Highly effective and inexpensive.

1 lb. ....	\$ .40 ea.	5 lbs. ....	\$1.50 ea.
2½ lbs. ....	.85 ea.	10 lbs. ....	2.75 ea.

#### LIGHTNING CHLORDANE ANT-ROACH and INSECT DESTROYER

A liquid preparation which may be sprayed, wiped or painted on any surface to establish a residual deposit. Stainless and nicely perfumed.

8 oz. ....	\$ .25 ea.	1 quart .....	.75 ea.
1 pint .....	.40 ea.	1 gal. ....	2.00 ea.

#### LIGHTNING CHLORDANE ANT-ROACH and INSECT POWDER

A powder for the same purposes as the above. Most economical and highly efficient.

4 oz. ....	\$ .25 ea.	8 oz. ....	.40 ea.
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No. 119  
Snap-Cut

## SHEARS

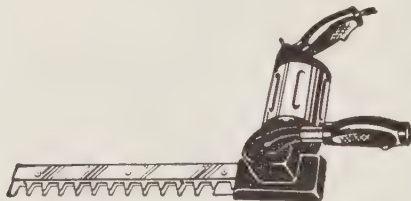
### SEYMOUR-SMITH SHEARS:

**No. 119—Original "Snap Cut" Pruner**—Easy, snapcut action of keen V blade onto non-dulling soft metal anvil cuts large, tough 3" branches like twigs. Clean, sure slicing stroke does not injure bark and leaves quick healing cut. **\$2.75.**

**No. 118—Ladies "Snap-Cut" Pruner**—Similar in construction to No. 119 and particularly designed for women gardeners. Lightweight, pocket size, only 6" long, the snapcut action provides neat, quick healing pruning cuts with minimum effort. **\$2.15.**

**No. 585—Improved hand shear** that embodies all the advantages of improved hand fit and reduced weight. Strong, rugged, highest quality tool for commercial orchards and vineyards. **\$4.25.**

**No. 149—Snapcut Long Handled Pruner**—The highly efficient snapcut blade and anvil cutting principle applied to a lopping shear. Alloy steel blade, carefully hardened and tempered by finest available equipment. 20-inch handles securely pinned on to pruner shanks. **\$4.40 .**



**Sunbeam Hedge Shear**—13-inch cutting blade. **\$37.50.**

**Irrigating Shovels**—A straight blade shovel for cleaning ditches and general work. **\$2.50.**

**Dirt Shovel**—A curved blade shovel for digging and spading. **\$2.50.**

**Short Handle Shovel**—A curved blade with D type handle. **\$2.00.**

**Steel Tooth Rake**—A garden type rake for breaking up soil and pulling grass. **\$1.75.**

**Steel Leaf Rake**—Fine for raking leaves, grass cuttings and small trash. **\$1.35.**

**Cultivating Forks**—A four-prong tool for spading flower beds and other uses. **\$2.00.**

**Garden Hoes**—A sturdy hoe for chopping weeds. **\$1.75.**

**Hand Trowels**—All metal flower trowel for transplanting and replanting. **25c and 50c each.**

**No. 45—Rockdale Pruner**—A good quality pruner of low price range. Cutting parts are excellent tool steel hardened and tempered. 22 inch handles. **\$2.75.**

**No. 26N—Original multi-power hedge shear**, ruggedly built for hard service. Blades are hardened, tempered cutlery steel, hollow ground, satin smooth. Blades 9½ inches long. **\$3.85.**

**No. 154N—Lightning Clipper Hedge Shear**—Finest cutlery steel. Flame hardened edge, blades long bevels and thin, keen edges. Blades 9½ inches long. **\$4.40.**

**No. 14N—Ezy-Cut Hedge Shears**—Well made, efficient, serviceable shears in medium price range. Accurately hollow-ground cutlery steel blades notched for cutting large branches. Blades 9½ inches long. **\$3.35.**

**No. 57—Ezy-Cut Special Grass Shear**—Red enameled pressed steel handles. Tempered steel blades assembled to handles by rivets. A splendid shear that will give good, efficient service. **\$1.50.**

**No. 157—Improved Ezy-Cut Shears**—A handsome, highly efficient tool, self tensioning. Cuts clean the full length of the blade. Built of tempered cutlery steel blades with cadmium rust resistant finish. **\$2.15.**

## GARDEN HOSE

**Garden King Hose**—Made from Vinylite; light weight, flexible, metal safety couplings. Five year written guarantee. Available in green, red, and yellow.

10 ft. length....	\$ 2.49
25 ft. length....	5.50
50 ft. length....	9.95
75 ft. length....	14.75
100 ft. length....	19.75

**Hand Cultivator**—A small tool for general cultivating, steel teeth. **25c.**

**Weeder Knives**—A V-blade suitable for digging weeds, grass from lawns. **50c, 75c.**

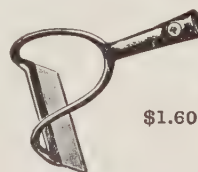
**Files**—Any garden needs a file for sharpening shears and tools. **8-inch 35c, 10-inch 45c.**

**Twine**—Always useful around any garden. **15c ball.**

**Hose Washers**—An extra washer is always needed. **One dozen washers, 10c.**



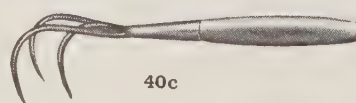
\$1.40



\$1.60



\$1.60



40c

## GARDEX "SOIL FLOW" TOOLS

Banish cave man methods of gardening. Gardex Soil Flow tools eliminate the back-breaking drudgery of old fashioned gardening.

### MIDGET GARDEX TOOLS

**Short Handled Cultivating Fork**—Three tine, 11 inch handle. **\$1.40.**

**Dandelion Cutter and Weeder**—V-blade, 15-inch handle. **50c.**

**Curved 3-Tine Cultivator**—11-inch handle. **40c.**

**Curved 3-Tine Cultivator**—Weeder on reverse side. 16-inch handle. **50c.**

**Rake**—5-tooth, 12½ inch handle. **50c.**

**Two-Tine Cultivator**—Diamond point hoe reverse side. 12-inch handle. **50c.**

**Three-Tine Cultivator**—Square hoe on reverse side. 12-inch handle. **55c.**

**Trowel**—11 inches overall. **60c.**

**Transplanter Trowel**—11 inches overall. **60c.**

### GARDEX HOES

**Sidewalk Scraper**—Blade 7 inches wide, 4 inches wide, 4-foot handle. **\$1.15.**

**Two-Prong Pointed Hoe**—4 ft. handle. **\$1.25.**

**Three-Prong Pointed Hoe**—4½ ft. handle. **\$1.50.**

**Two-Prong Square Hoe**—4 ft. handle. **\$1.25.**

**Three-Prong Square Blade Hoe**—4½ ft. handle. **\$1.50.**

**Competitive Hoe**—6½ inches wide. **\$1.10.**

**Cotton Hoe**—8 inch by 3½ inch. 5 ft. handle. **\$1.50.**

**Quality Field Hoe**—7 inches wide, 4½ foot handle. **\$1.50.**

### MISCELLANEOUS TOOLS

**Three-Prong Cultivator**—4 ft. handle. **\$1.35.**

**Cultivator and Weeder**—Three prongs, 4 ft. handle. **\$2.00.**

**Three-Prong Cultivator**—4½ ft. handle. **\$2.00.**

**14-Tooth Garden Bow Rake**—5 ft. handle. **\$1.80.**

**Curved 14-Tooth Garden Rake**—5 ft. handle. **\$1.55.**

**Straight Tooth Rake**—14-tooth, 5 ft. handle. **\$1.55.**

**Floral Rake**—10 tooth. 4 ft. handle. **\$1.05.**

**Roller Rake**—10 teeth on one side, roller on the other. 5 ft. handle. **\$3.40.**

**Ladies' Hoe**—Width, 1 3/16 blade, 5 ft. handle. **\$1.10.**

**Double Bow Pull Hoe**—7 inch blade, 4½ ft. handle. **\$1.60.**

**Scuffle Hoe**—7 inch blade, 4½ ft. handle. **\$1.60.**

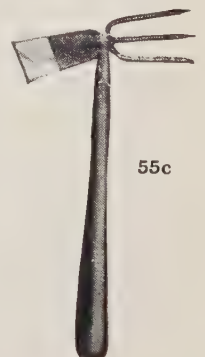
**Dibble**—**\$1.15.**

**Wheel Edger**—4 ft. handle, 6 inch blade. **\$2.65.**

**Half Moon Turf Edger**—4 ft. handle. **\$1.70.**

**Lawn Broom (Leaf Rake)**—22 teeth, 3½ ft. handle. **\$1.40.**

**Hang-It**—Holds brooms, mops, garden tools, shovels, anything with a handle made of wood or metal. **10c each.**



55c



**DOG REPELLENTS**—Does not harm animals or plants, but highly effective in keeping dogs from plants.

**Dogzoff (Liquid)**—Spray undiluted to plant and ground around plant. **Bottle 60c.**

**Scram (Dust)**—Dust Scram around plant and shrubs. **50c per box.**

## RODENT DESTROYER

**GOPHER PREVENTATIVES**—Gophers ruin the lawn and garden. Also, they chew the roots of plants and can kill these easily.

**Gopher Bombs**—Fire cracker-like bombs that spurt poison gas into holes and kill fast. **90c dozen.**

**Gopher Traps**—When you catch a gopher in a trap, you know he's dead. **40c each.**

**Gopher Poison Grain**—Mixed grains and fruit that is poisoned. This attracts the gopher and kills him when he eats it. **Per box 30c, 65c.**

**BUGGETTA PELLETS**—A poison food pellet for cutworms and grasshoppers. **2 lbs. 45c.**

## ANT POISONS

**Carbon Bi-Sulphide (liquid)**—Highly inflammable, use with care. Poison. Apply to top of hill and gas will saturate ground and kill ants instantly. **Pint 50c.**

**Cyanogas "A" Dust**—Place a small amount of Cyanogas at top of hill and kills immediately. **4 oz. Squir Can 40c, 1 lb. Can \$1.00, 5 lb. Can \$3.75.**

**Cyanogas Granular**—Crystals of cyanogas dust. Holds the poison longer. Good also for gophers, rats and moles. **1 lb. Can \$1.00, 5 lb. Can \$3.75.**

**Chlordane**—A new formula that has proven extra satisfactory for ants, silver fish, grasshoppers, and other injurious insects. **4 oz. Household Box 25c, 8 oz.**

**Household Box 40c, 1 lb. Outdoor Box 40c, 2½ lb. Box 85c, 5 lb. Box \$1.50, 25 lbs. \$5.00.**

**Chlordane Spray**—A household liquid spray for flies, mosquitoes, ants. **½ Pint Bottle 25c, Pint 40c, Quart 75c.**

### WEED NO MORE

#### 2 4-D Weed Killer

A very effective method of ridding your lawn of ugly weeds. Just mix 2 tablespoons weed killer solution to one gallon water and spray the tops of the weeds. It does not harm the lawn. Burr clover, water weeds, bull heads, etc., are just a few of the many weeds it kills.

**8 oz. can covers 1,600 sq. ft. \$1.00.**  
**Quart can covers 6,400 sq. ft. \$3.00.**

## PLANT HORMONE PRODUCTS

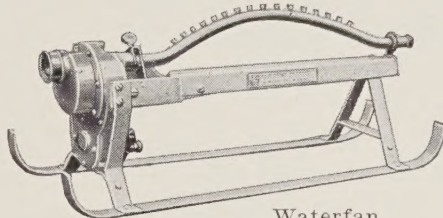
**Rootone**—The plant hormone powder for better rooting. **¼ oz. jar 25c, 2 oz. jar. \$1.00.**

**Fruitone**—Stops premature drop of bloom and fruit. **2½ oz. pkg. 25c, 2 oz. can \$1.00.**

**Transplantone**—Makes roots grow for early flowers and bigger crops. **½ oz. pkg. 25c; 3 oz. can \$1.00.**

**Rosetone**—Hormone powder for larger and more colorful roses. **½ oz. pkg. 25c.**

**Pottery**—For either plain clay type pots or colorful garden pottery, see Norman's. There are sizes for every need. Clay pots run from 4-inch sizes to 10-inch while the colored glazed pottery runs from 3-inch to 12-inch in colors of white, green, yellow, turquoise, blue, etc. Ask for prices in sizes wished.



Waterfan

**Waterfan**—Norman's also carry the new unusual Waterfan. This sprinkler throws water in a fan shape. This fan weaves back and forth but can be adjusted to throw only in one direction. **Price \$18.00 each.**

**Soil Soakers**—A canvas hose for watering close areas along curbs, and other areas where a sprinkler is too large. **12 ft. \$1.65, 18 ft. \$2.20, 30 ft. \$3.40, 50 ft. \$5.50.**

**Crescent Sprinkler**—A half circle stationary sprinkler. You can change the srpinker from place to place without turning off the water or getting wet. **\$1.25.**

**Sprinkling Cans**—Galvanized metal, 2-gallon capacity.

**Flare Sprinkler**—Similar to a nozzle, except the end is flattened with many tiny holes punched in the head for a fine sprinkler. **75c.**

**Nail Sprinkler**—Single tip sprinkler with nail to stick into ground to eliminate turning over. **50c each.**

**Convertible Twin Sprinkler**—Resembles an owl head. Has two spikes in base to stick into ground to keep from turning over. **60c each.**

**Twin Sprinkler**—Same as above but does not have spike. **50c each.**

## LAWN SPRINKLERS

### Rainking Model

**K Sprinkler**—The most popular of all Rainking's. Equipped with a dial top that adjusts the area of sprinkling from 5 to 50 feet. Large metal base keeps it from turning over readily. **\$7.95.**



**Rainking Model H Sprinkler**—Has several adjustable features. Each sprinkler end is equipped like a nozzle so that a stream or spray can be made. Also, the sprinkler can be set to whirl or stay stationary for large or small area. **\$6.95.**

## FERTILIZERS

**Vigoro**—Complete plant food. An excellent fertilizer for roses, shrubs and lawns. It is highly active and should be used exactly as directed. **5 lbs. 50c; 10 lbs. 90c; 25 lbs. \$1.75; 100 lbs. \$5.00.**

**Hyponex**—A complete and balanced plant food for growing plants in soil, sand or water. **1 oz. 10c; 3 oz. 25c; 7 oz. 50c; 1 lb. \$1.00.**

**Gaviota, Southland Fertilizer**—For lawns, flowers, trees shrubs. **3 lbs. 40c; 10 lbs. 90c; 25 lbs. \$1.75; 50 lbs. \$2.95; 100 lbs. \$5.00.**

**Gaviota, GAF (acid food)**—For gardenias, camellias, azaleas, and other plants that require an acid soil. **3 lbs. 45c, 10 lbs. 95c, 25 lbs. \$1.95, 50 lbs. \$3.25, 100 lbs. \$5.50.**

**Soil Sulphur**—Another fertilizer good for plants requiring an acid soil. Also helps counteract alkali. **1 lb. 5c; 100 lbs. \$4.00.**

**Gypsum, agricultural**—Used for sweetening soil and counteracting alkali. **1 lb. 5c, 25 lbs. 50c, 50 lbs. 85c, 100 lbs. \$1.50.**

**Iron Sulphate**—Excellent for shrubs and plants that need greening up. Will bring color back to almost any plant. **1 lb. 10c, 25 lbs. \$2.00, 50 lbs. \$3.50, 100 lbs. \$6.00.**

**Aluminum Sulphate**—Used principally for acid loving plants, gardenias, camellias and azaleas. **1 lb. 15c.**

**Bone Meal**—Fertilizer for bulb beds and rose bushes. **1 lb. 10c.**

**Cottonseed Meal**—To counteract alkali and a mild fertilizer for flower beds. **1 lb. 10c.**

**Ammonium Sulphate**—A high nitrogen content fertilizer for lawns, trees infected with root rot and for general feeding. **1 lb. 10c, 10 lbs. 90c, 25 lbs. \$1.50, 50 lbs. \$2.75, 100 lbs. \$5.00.**

**Nitrate of Soda**—Similar to ammonium sulphate, good for lawns. **1 lb. 10c, 100 lbs. \$5.00.**

**Dusting Sulphur**—For the prevention of mildew. **1 lb. 10c, 100 lbs. \$6.00.**

**Zinc Sulphate**—For use on pecan trees to produce larger nuts and to reduce nut drop.

**Barnyard Fertilizer**—Well aged, finely pulverized. **Sack 50c, yard \$4.50.**

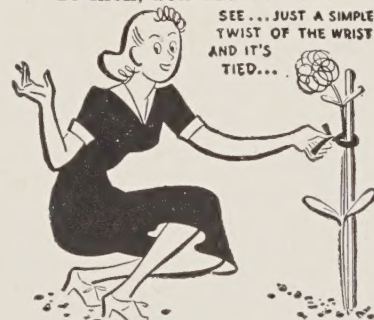
**Hydrated Lime**—1 lb. 5c.

**Superphosphate**—Good for forcing blooms on summer shrubs. **1 lb. 15c.**

### "TWIST-EMS"

**4 inch, box 250.....35c**  
**8 inch, box 125.....35c**  
**16 inch, box 125.....65c**

SEE...JUST A SIMPLE  
TWIST OF THE WRIST  
AND IT'S  
TIED...



### TRAIN-ETTES

**5 ft. x 6 ft. 65c, 5 ft. x 8 ft. 85c,**  
**5 ft. x 16 ft. \$1.25.**



Cut No. TR-1

**NEW!  
DIFFERENT!**

**Weatherized  
TRELLIS NETTING**  
Ideal Support for SWEET PEAS, GARDEN  
PEAS, POLE BEANS, CUCUMBERS, TOMATOES



## Proper Planting Dates for Vegetables, Flowers, Bulbs

For the colder sections of Arizona the time of planting should be determined by the weather conditions. In Northern Arizona and in the higher altitudes most of the varieties listed here should be planted in the spring, after all danger of frost is past.

### January

**VEGETABLE SEEDS**—Asparagus, Beets, Cabbage Plants, Carrots, Cauliflower Plants, Endive, Kale, Kohlrabi, Lettuce, Mustard, Onions, Parsley, Parsnips, Radishes, Spinach, Turnips, Strawberry Plants.

**FLOWER SEEDS**—African Daisy, Bachelor Buttons, Calendula, Candytuft, Carnation, Chrysanthemum, Coreopsis, Double Daisy, Gaillardia, Gypsophila, Hollyhock, Larkspur, Linaria, Linum, Mignonette, Nemophila, Pansy, Petunia, Phlox, Pinks, Poppies, Salpiglossis, Shasta Daisy, Scabiosa, Stocks, Snapdragon, Sweet Alyssum, Virginian Stocks, Verbena, Venidium.

**BULBS**—Calla Lily, Chinese Lily, Daffodils, Freesias, Gladiolus, Jonquils, Paper White Narcissus, Tulips, Ranunculus.

### February

**VEGETABLE SEEDS**—Asparagus Roots, Beets, Cabbage Plants, Carrots, Endive, Kale, Kohlrabi, Lettuce, Mustard, Okra, Onion Sets, Parsley, Parsnips, Peas, Radish, Squash, Tomatoes, Turnips.

**VEGETABLE PLANTS**—Egg Plant, Pepper, Tomato in the warmest section.

**FLOWER SEEDS**—African Daisy, Bachelor Button, Calendula, Carnation, Candytuft, Chrysanthemum, Coreopsis, Four o'Clock, Gaillardia, Gypsophila, Gerbera, Hollyhocks, Kochia, Larkspur, Linaria, Lobelia, Nemophila, Nasturtium. Other Vine Seeds, Pansy, Petunia, Pinks, Scabiosa, Salpiglossis, Scarlet Flax, Shasta Daisy, Snapdragon, Sweet Alyssum, Virginian Stocks, Verbena, Venidium.

**BULBS**—Calla Lily, Chinese Lily, Gladiolus, Tuberose.

### March

**VEGETABLE SEEDS**—Asparagus Roots, Beans, Beets, Carrots, Corn, Cucumbers, Egg Plant, Endive, Kale, Kohlrabi, Lettuce, Melons, Mustard, Okra, Onion Sets, Peas, Pepper, Pumpkin, Radish, Spinach, Squash, Tomato Seed.

**VEGETABLE PLANTS**—Egg Plant, Pepper, and Tomato.

**FLOWER SEEDS**—All Vine Seeds, Cocksecomb, Cosmos, Four o'Clocks, Gaillardia, Gomphrena, Hollyhock, Kochia, Larkspur, Marigold, Morning Glory, Nasturtium, Petunia, Portulaca, Salpiglossis, Scarlet Flax, Sweet Alyssum, Tithonia Speciosa, Verbena, Zinnia, Venidium.

### April

**VEGETABLE SEEDS**—Asparagus Roots, Beans, Beets, Celery, Corn, Cucumber, Egg Plant, Endive, Kale, Kohlrabi, Melons, Okra, Pumpkin, Radish, Squash.

**VEGETABLE PLANTS**—Egg Plant, Pepper, Tomato.

**FLOWER SEED**—Cosmos, Cocksecomb, Gaillardia, Gomphrena, Hollyhocks, Kochia, Morning Glory, all Vine Seeds, Portulaca, Tithonia, Zinnia.

### May and June

**VEGETABLE SEEDS**—Beets, Kale, Melons, Pumpkins, Squash.

**FLOWER SEEDS**—African Marigold, Cosmos, Morning Glory, Nicotiana, Portulaca, Tithonia, Vine Seed, Zinnia.

### July

**VEGETABLE SEEDS**—Brussels Sprouts, Casaba, Corn, Pumpkin, Squash.

**FLOWER SEEDS**—Cosmos, Morning Glory, Portulaca, Tithonia, Vines, Zinnia.

### August

**VEGETABLE SEEDS**—Beans, Beets, Cabbage, Carrots, Cauliflower, Corn, Cucumber, Kale, Peas, Pumpkin, Squash, Turnips.

**FLOWER SEEDS**—Cosmos, Nasturtiums, Phlox, Portulaca, Tithonia, Virginian Stocks, Zinnia.

### September and October

**VEGETABLE SEEDS**—Beets, Cabbage, Carrots, Cauliflower, Endive, Kale, Kohlrabi, Lettuce, Mustard, Onion, Parsley, Parsnips, Radish, Spinach, Turnips.

**VEGETABLE PLANTS**—Cabbage, Cauliflower.

**FLOWER SEEDS**—African Daisy, Bachelor Button, Calendula, Candytuft, Carnation, Clarkia, Columbine, Coreopsis, Delphinium, Daisies, Gaillardia, Gypsophila, Hollyhocks, Larkspur, Linaria, Mignonette, Moon Vine, Nemophila, Nicotiana, Pansy, Petunia, Phlox, Pinks, Poppies, Scabiosa, Snapdragons, Stocks, Sweet Alyssum, Sweet Peas, Sweet William, Verbena, Virginian Stocks, Venidium.

**BULBS**—Anemone, Daffodils, Freesias, Iris, Narcissus, Paper White, Soleil d'Or (Yellow Paper White), Ranunculus.

Plant after October 1—All bulbs listed on 90.

### November and December

**VEGETABLE SEEDS**—Beets, Cabbage, Carrots, Cauliflower, Endive, Kale, Lettuce, Mustard, Onions, Parsley, Parsnips, Radish, Spinach, Turnips.

**VEGETABLE PLANTS**—Cabbage, Cauliflower.

**FLOWER SEEDS**—African Daisy, Calendula, Candytuft, Carnation, Clarkia, Columbine, Coreopsis, Delphinium, Daisies, Gaillardia, Gypsophila, Hollyhock, Larkspur, Linaria, Mignonette, Moon Vine, Nemophila, Nicotiana, Pansy, Petunia, Phlox, Pinks, Poppies, Scabiosa, Snapdragons, Stocks, Sweet Peas, Sweet William, Verbena, Virginian Stocks, Venidium.

## LAWN SEED

Select the Best and Most Appropriate Seed

OUR PRICES ON GRASS SEED ARE THE CURRENT MARKET PRICES. PLEASE ASK FOR QUOTATION.

High-test lawn seed will give you a much better and quicker lawn. Be sure to select the correct seed for your locality.

### AUSTRALIAN RYE

This seed is used exclusively in the Salt River Valley for winter lawns. Do not plant until the temperature is below 90 degrees for best germination. Sow seed approximately 1½ to 2 pounds per 100 square feet (10 ft. x 10 ft.).

### BERMUDA SEED

This seed is for summer lawns. Sow any time from March through October for best results.

**Unhulled Seed** (14-16 days)—Sow 1 lb. to about 500 sq. ft.

**Hulled Seed** (10-12 days)—Sow 1 lb. to about 600 sq. ft.

### DICHONDRA REPENS

Relatively new seed for Arizona. It is evergreen and grows in sun and shade. It's a leaf grass, not blade. Requires little mowing. Seed germinates in about 4 to 5 weeks after planting. Will choke back Bermuda. Get full information for best results.

### KENTUCKY BLUE GRASS

Best for higher climates. 1 lb. covers approximately 300 square feet.

### WHITE DUTCH CLOVER

Mix with blue grass in high climates. 1 lb. to 750 square feet.





MARIGOLD, MISSION GIANT



PANSIES

SNAPDRAGON



ZINNIAS



SWEET PEAS



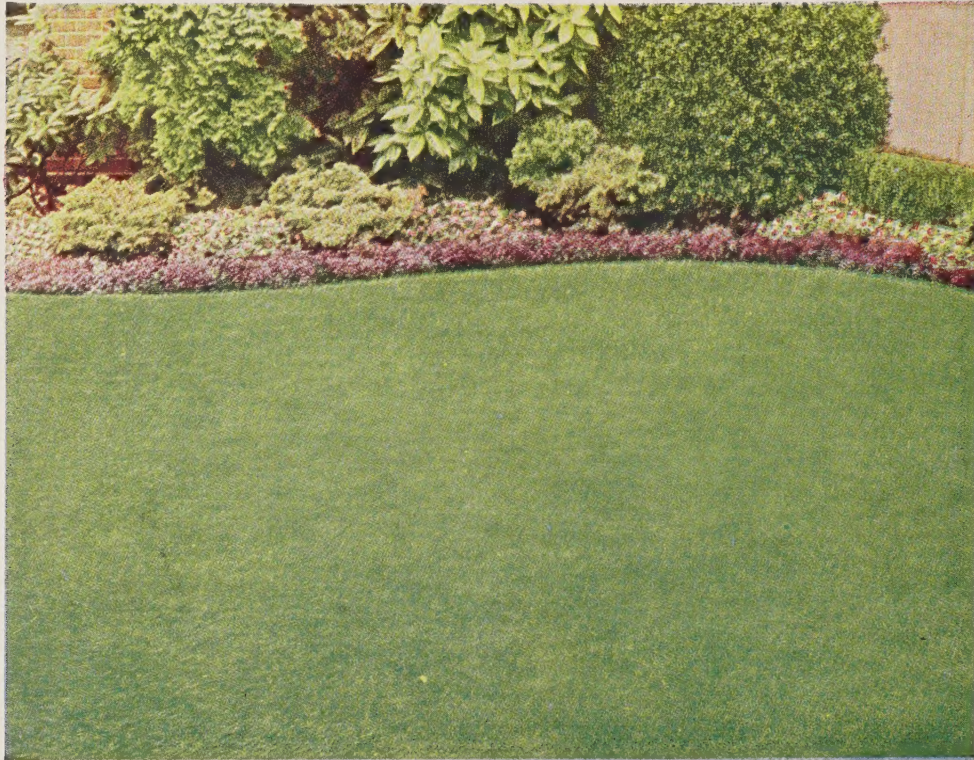
VERBENA



PORTULACA DOUBLE



# *Norman's Seed for* ARIZONA LAWNS



# *Norman's Seed for* ARIZONA VEGETABLES

